



www.Fox8.com

WJW
5800 S. Marginal Rd
Cleveland, OH 44103
(216)431-8888

CONTRACT

| | | |
|--|---|--|
| <u>Contract / Revision</u> 580578 / | | <u>Alt Order #</u> |
| <u>Product</u> Cleveland TV 10/3-10/9 | | |
| <u>Contract Dates</u> 10/03/12 - 10/09/12 | | <u>Estimate #</u> 259 |
| <u>Advertiser</u> Women Speak Out Pac | | <u>Original Date / Revision</u> 10/02/12 / 10/02/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WJW | <u>Account Executive</u> John Zarlenga | <u>Sales Office</u> Cleveland |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25-54 | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Design 4-Tampa
106 North Collins Street
Plant City, FL 33563

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|-------------------|--------------------|------|--------|-------------------|-------------|------|----------|--------------------|
| N 1 | 8 | 10/05/12 | 10/05/12 | M-F 6a-9a | 6a-9a Rotator | | :30 | | | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$2,400.00 | | | |
| N 2 | 8 | 10/04/12 | 10/08/12 | M-F 6a-9a | 6a-9a Rotator | | 1:00 | | | NM | 2 | \$9,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$4,800.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$4,800.00 | | | |
| N 3 | 8 | 10/05/12 | 10/09/12 | M-F 6p-7p News | 6p-7p News | | 1:00 | | | NM | 3 | \$19,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$6,400.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | MT----- | | | | 2 | \$6,400.00 | | | |
| N 4 | 8 | 10/03/12 | 10/03/12 | Late News Rotator | 10p-10:30p Rotator | | :30 | | | NM | 1 | \$3,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$3,400.00 | | | |
| N 5 | 8 | 10/04/12 | 10/08/12 | Late News Rotator | 10:30p-11p Rotator | | 1:00 | | | NM | 2 | \$13,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$6,800.00 | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$6,800.00 | | | |
| Totals | | | | | | | | | | | 9 | \$48,200.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/09/12 | 9 | \$48,200.00 | \$40,970.00 |
| Totals | 9 | \$48,200.00 | \$40,970.00 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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